



## New Jersey Department of Children and Families Policy Manual

Manual:	CP&P	Child Protection and Permanency	Effective Date:
Volume:	IX	Administrative	
Chapter:	H	Information Technology	2-6-2017
Subchapter:	2	Social Media	
Issuance:	100	<b>Use of Social Media for Official Purposes</b>	

### Purpose

The purpose of this policy is to provide a framework and rules for the limited accessing of these sites by select CP&P staff for specified purposes.

### Policy

#### A) CP&P Position on the Use of Social Media

CP&P recognizes that online social media may be a valuable tool for information gathering and communication. The unrestricted use of these sites for case related activities, however, may create unacceptable risks to the confidentiality of case information, compromise the professional boundaries maintained between CP&P staff and clients, or jeopardize the integrity of the investigative and case planning process.

#### B) Use of Personal Social Networking Accounts and Private Computers for Official Purposes Prohibited

CP&P staff are strictly prohibited from using privately owned computers or social media accounts for the conduct of official business.

#### C) Accessing of Social Networking Sites for Official Purposes Permitted Only With Approval of Director and Director of Information Technology

Social media, inclusive of but not limited to: Facebook, YouTube, Snap Chat, Instagram, Twitter, Tumblr, WhatsApp, Kik, and Periscope may be accessed for official business only by persons approved to have such access by the Director of CP&P and the Director of Information Technology. The number of persons granted such access shall be strictly limited, and shall not exceed two persons per local or area office; the expectation is that persons granted such access will assist colleagues to obtain any information from these networks that is otherwise required for official purposes.

#### **D) Use of Official Accounts Required**

If official business can be conducted satisfactorily by relying on publicly accessible information on social media, without logging onto the relevant site or application, workers must do so.

If official business requires staff to create an account or login to a website or application, staff must create and use accounts created and maintained exclusively for official purposes and clearly distinguished from any personal accounts the staff member may have. The use of personal equipment or accounts to access social media for official purposes is strictly prohibited. Passwords for official accounts must be shared with and available to supervisors at all times. Compromises or changes to passwords must be immediately reported to the supervisor.

Official accounts shall not include personal information.

#### **E) Communication Means of Last Resort**

Social media shall be used as a means of last resort for communication with clients. Where communication may occur by other means, those other means must be utilized.

If Social Media communications can be done through non-public messaging, such method shall be used in lieu of private messaging.

#### **F) Prohibited Conduct**

Staff approved to access social media for official purposes shall refrain from any conduct which would call into question the professional boundaries maintained between staff and clients. Staff will not “friend”, “like”, “favorite”, or otherwise engage socially with clients, engage in non-work related discussions, play games or share personal information.

Staff approved to access social media for official purposes shall not use that access to engage in any conduct which would reflect poorly on the Division, the Department or the State of New Jersey.

### **Procedures**

#### **A) Procedure for Requesting Access to Social Networking Sites for Official Purposes**

Local Office Managers or their equivalents may request that a staff member be granted long term access to social networking sites by emailing the director of information technology.

Workers requiring limited duration access to a particular social networking website may request such access by submitting an Unblock Form to the NJS Helpdesk. The duration of the need must be specified in advance.

For social media that can only be accessed from a mobile device, the same procedure should be observed to request installation of the application on a DCF issued device.